HOSPITALITY and TOURISM Program
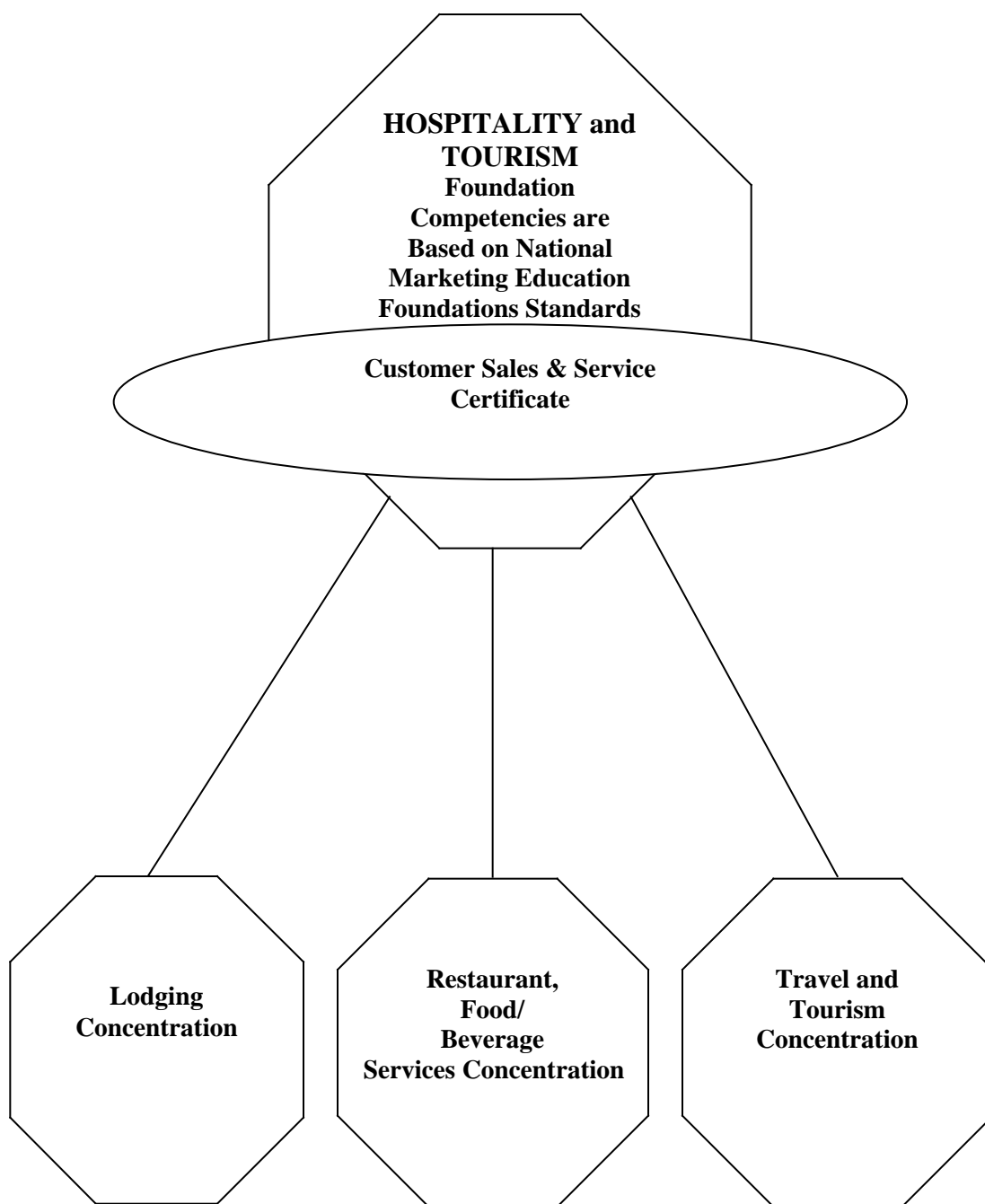## Career Cluster: Hospitality and Tourism
Vermont State Board of Education Approved 5/21/2002

HOSPITALITY and TOURISM Foundation Competencies are Based on National Marketing Education Foundations Standards

Customer Sales & Service Certificate

Lodging Concentration

Restaurant, Food/ Beverage Services Concentration

Travel and Tourism Concentration

Program completion requires meeting the Foundation Competencies and the competencies of ONE area of concentration

Program: Hospitality and Tourism
Career Cluster: Hospitality and Tourism
Concentration Areas:
- **Lodging**
- **Restaurant, Food and Beverage Services**
- **Travel and Tourism**

Program Scope and Content: To earn one-year program certificate the student must complete all core competencies PLUS the competencies of ONE specialty area. Specialty areas include Lodging, Restaurant and Food and Beverage Services, and Travel and Tourism.

Foundation Core Competencies - The Foundation Core Competencies are based on the National Marketing Education Foundation Standards and the areas identified as foundational knowledge for those working within this career cluster. The foundation competencies are prerequisite and career sustaining levels, which provide a fundamental foundation and understanding of principles in making routine business decisions pertaining to the hospitality industry and in career sustaining skills.

This industry based program, taught in Career and Technical Centers, provides students with the opportunity to apply theory based instruction through hands-on experiences such as preparing full menus in a professional kitchen, or making reservations using a computer system. This program provides multiple pathways to post-secondary education and careers within the hospitality industry. More details on instructional methods and strategies (including work-based experiences) follow:

Links with Industry and Industry Certifications
A Sales and Service Certificate, offered through the Sales and Service Voluntary Partnership, **www.salesandservice.org**, is a component of these competencies. This certificate is an industry recognized credential and is awarded upon meeting the competencies and passing the industry assessment. In addition, the concentration areas offer the following certificates:

Lodging - Students who successfully complete the Lodging Program will receive a certificate from the Educational Institute of AH&MA (American Hotel and Lodging Association and the Hospitality Business Alliance) **www.h-b-a.org** , that is recognized in the industry as representing core knowledge of lodging operations. Also, students will be able to present to employers their portfolio with a list of completed competencies, which will reflect their accomplishments in school and at work. The Lodging program certificate is awarded based on successful completion of both the academic and the work experience components of the Lodging Program. To be eligible for the certificate, students must have met work requirements and pass the final exams.

Restaurant, Food and Beverage Services - The concentration in Restaurant, Food and Beverage Services offers the ProStart certificate awarded by the Hospitality Business Alliance **www.h-b-a.org** (and National Restaurant Association **www.restaurant.org**). Both the Lodging and the Restaurant, Food and Beverage Service concentrations require 360 hours of formalized instruction and 400 hours of on-the-job performance (workbased learning). 150 of these hours may be earned in school hospitality/culinary program restaurants. In addition to yearlong mentoring opportunities, the work component can be completed in the summer or on weekends. Students successfully completing the requirements of the ProStart program are eligible for scholarships from the HBA for continued studies in Hospitality at the post-secondary level.
As noted above, it is expected that each area of concentration will include a work-based experience. These occupational, work-based programs will also include opportunities to earn industry-based certifications. Industry certifications and vendor product certification courses may include the Serv-Safe Certificate (embedded in Restaurant, Food and Beverage concentration) through the National Restaurant Association www.restaurant.org/foodsafety/ . The Serv-Safe education and training materials are recognized and accepted by more federal, state and local jurisdictions than any other food safety program. Information on how to order materials may be obtained through our Vermont Hospitality Business Alliance Coordinator's office at the Vermont Lodging and Restaurant Association: www.visitvt.com. All programs should provide the opportunity for students to complete this industry recognized examination.

Travel and Tourism - A certification in travel may be earned through the Travel Careers (www.travelcareers.com) training program. These competencies align with the Travel Careers program. Upon completing this training, which

includes the Sabre System automated reservation system; a student may opt to complete the TAP test, reducing the work experience requirement for the Certified Travel Agent designation, and putting students at an advantage for earning the CTA certification. The Vocational Instruction and Software Inc. (VIASINC) (www.viasinc.com) also provides support curriculum (including Sabre and Apollo Reservation systems instruction) and certifications in the travel industry. One possible industry credential for this concentration area is through the Institute of Certified Travel Agents. This is also an avenue toward the entry-level certification (TripKit, TAP test).

Automated Travel Reservations competencies completed through **Travel Careers** may be met through the Sabre or Apollo system options.

The **American Airlines Travel Academy program** is yet another industry certification option and presently operates in a variety of schools and colleges throughout the United States. The AATA program involves approximately 360 hours of instruction including a strong computer applications and technical component including SABRE, the online reservations system pioneered by American. Technical training is coupled with a quality customer service component. However, collaborative measures may be necessary for the expense involved.

Other certification information may be found by accessing websites:
www.ahma.com
www.rbanet
www.clubnet.com
www.iami.org
www.icta.com

Suggested mathematics resource: Math **Workbook for Foodservice/Lodging**, 3rd Edition by Milton C. McDowell or **Hospitality Accounting I and II**, Raymond Cate, CPA, CCP, Educational Institute are available through American Hotel Motel Association.

Occupational Information and Outlook:

Addressing training needs for a leading Vermont industry, the Hospitality and Tourism Career Cluster Program provides training in an area that until now has been lacking in skill standards and therefore experiencing significant turnover due to a lack of employee training. A national effort is presently underway to establish skill standards for this industry that offers opportunities not only for entry level and part-time workers, but also for full-time employees to move upward into management. Career and technical training programs will provide a career ladder approach.

The US Bureau of Labor Statistics predicts that restaurant-industry employment (all workers in foodservice occupations as well as employees at eating-and-drinking places working in other occupations, such as administration or management) will continue to rise dramatically during the first decade of the new millennium. New projections put industry employment at 12.5 million in 2008, an increase of 1.6 million from 1998. Total employment in foodservice occupations is expected to top 12.5 million in 2008, a 15 percent increase from 1998. The number of food service and lodging managers is expected to rise 16 percent between 1998 and 2008. The year 2000 surpassed 1999 as the most profitable year in the lodging industry, grossing $24 billion in pretax profits, nine percent more than in 1999 and double the amount earned in 1996, according to Smith Travel Research. Statistics tell us that typically 28% of lodging customer are transient business travelers, 25.3% are attending a conference/group meeting, 24.6% are on vacation, and 21.8% are traveling for other reasons. While the events of 9/11 have made many question the economic forecast for the Hospitality and Travel industry, in the big picture clearly the Hospitality and Tourism Industry is a crucial part of our economy. An average of $1.5 billion is generated per day in this industry impacting our economy by directly supporting more than 7.8 million jobs. The Hospitality industry employs one of every seven Americans either directly or indirectly because of people traveling to and within the US. In the US, the tourism industry is currently the third largest retail industry, behind automotive and food stores. Hospitality and Tourism is the nation's largest services export industry, third largest retail sales industry, and one of America's largest employers. In fact, it is the second or third largest employer in 29 states. It is Vermont's largest industry. The tourism industry includes more than 15 interrelated businesses, from lodging establishments, restaurants, travel agents, tour operators, and airlines, to car rental firms.

While hours can be demanding and varied, the management employment opportunities offer competitive wages and opportunities in a variety of settings. Job openings are expected to be plentiful through 2008, according to recent information in the Occupational Outlook Handbook. Hotels and other lodging places provided almost 1.8 million wage and salary jobs in 1998. In addition, there were about 61,000 self-employed workers in the industry, who were

found mostly in lodging places other than hotels and motels, such as inns, campgrounds, and destinations spas. Lodging establishments offer opportunities for entrepreneurs interested in owning and operating their own business. Most jobs are in large hotels and motels with over 50 employees. Hotel operations are becoming increasingly complex, with a greater emphasis being placed on specialized training. Therefore, the demand for people with special skills obtained in vocational schools, technical institutes, junior colleges, and colleges, is increasing. Vocational courses and apprenticeship programs in food preparation, catering, and hotel and restaurant management, offered through restaurant association and trade unions, are providing training opportunities. Nearly 200 community and junior colleges offer 2-year degree programs in hotel and restaurant management. Those completing a Hospitality Business Alliance program in career and technical centers are eligible for scholarships to continue post secondary study in the hospitality industry.

Traditionally, many hotels filled first-level manager positions by promoting administrative support and service workers, particularly those with good communication skills, a solid educational background, tact, and loyalty. More recently, college degrees in the liberal arts or other fields are required with companies starting employees in trainee or junior management positions. Bachelor's and master's degree programs in hotel and restaurant management provide the strongest background for a career as a hotel manager. New graduates often go through on-the-job training programs and may advance to a top management position in a large chain operation.   In 1998, the average beginning wage for managers in Hospitality and Tourism was well over $25,000. In the year 2000, the average annual wage for Vermont lodging managers was $53,850.   Nationally, in 1998, the average salary for trained and experienced hotel managers was $32,000-$94,000. The national average salary for trained and experienced chefs is $38,000 to $72,000. In Vermont, the 2000 annual rate for trained Food Service Managers was $30,280 and Chefs and Head Cooks in Vermont were earning an average of $30,730. In 1998, nationally, the average salary for trained and experienced restaurant managers was $36,000 to $65,000. Latest statistics, in 1999, show that the US travel- generated payroll increased 7.1% in a one-year time.   In 2000, Vermont reservation and transportation ticket agents and travel clerks earned an average rate of $27,290.

Latest Vermont Occupational Outlook (2000) indicates the following wages can be expected:
1. Travel Agents – US average income $26,600, median $25,250, Vermont average income $24,760, median $23,000. The highest wages offered appear to be in NW Vermont with average $27,418, median $28,743
2. Reservation and Ticketing Agents and Travel Clerks – US average income $26,140, median $22,620,Vermont average $27,290, median $22,790. The highest wages are found in Burlington and the Northwest at average $33,243, median $37,320
3. Lodging Managers – US average income $34,800, median $30,770, Vermont average $53,850, median $39,540.
4. Food Service Managers – US average income $34,350, median $31,720, Vermont average $39,450, median $37,340. Central Vermont offers the highest wages at average $47,677, median $45,467.

The Career and Technical Education Hospitality and Tourism programs provide for well-rounded training in the Hospitality area with broad-based career training opportunities and clear career paths in each of the three concentration areas. Industry representatives tell us of the importance of cross training in the hospitality industry to broaden career horizons and keep trained employees thriving in the business for the long-term. Broad-based training provides the best opportunity for advancement of those choosing Hospitality as a career.

Standards -Fields of Knowledge (Academics) and Vital Results Addressed within the
Vermont Framework of Standards and Learning Opportunities:

Fields of Knowledge:

<u>Science, Math and Technology:</u>

Vermont Standard 7.2h: Inquiry, Experimentation, and Theory: Investigation
Students design and conduct a variety of their own investigations and projects. These should include---This is evidenced by:
Study decision options in business or public planning that involve issues of optimizations, trade of, cost-benefit projects, and risks.

Vermont Standard 7.6gg-hh: Mathematical Understanding: Arithmetic, Number, and Operation Concepts
Students understand arithmetic in computation, and they select and use, in appropriate situations, mental arithmetic, pencil and paper, calculator, and computer. This is evident when students:
gg. Use dimensionless numbers (e.g., factors, proportions, and percents) and numbers with specific unit of measure, including length, time and rate units;
hh. Compare numbers using order relations, differences, ratios, proportions, percents, and proportional change;

Vermont Standard 7.7ddd,eee, fff, k: Geometric and Measurement Concepts: Students use geometric and measurement concepts. This is evident when students:
ddd. Use quotient measures (e.g. slope and "per unit" amounts) and product measures (e.g. person-days);
eee. Know, use and derive formulas for area and volume of many kinds of figures;
fff. Carry out unit conversions, scale changes and dimensional analysis; competently use basic measurement instruments; understand issues of precision, accuracy and error analysis;
k. Present graphs and figures;

Vermont Standard 7.9 aaa, ee: Students use statistics and probability concepts. This is evident when students:
aaa. Analyze single-variable data using frequency distribution histograms, and summary statistics; analyze two-variable data using scatter plots, regression lines, and correlation coefficients.
ee. Generalize solutions and strategies to new problem situations.

Vermont Standard 7.10aa, bbb, f: Mathematical Problem Solving and Reasoning: Applications
Students use concrete, formal, and informal strategies to solve mathematical problems, apply the process of mathematical modeling, and extend and generalize mathematical concepts. Students apply mathematics as they solve technological problems or work with technological systems.

<u>History and Social Studies:</u>
Vermont Standard 6.7bb: Geographical Knowledge
Locate the physical, political and cultural regions of Vermont, the United States, and of the world. Locate major mountain ranges, major rivers, major climate and vegetation zones.
Vermont Standard 6.15:Knowledge of Economic Systems
Students use the basic principals of economics to interpret local, state, national, and international economic activity.

<u>Arts, Language</u>
Vermont Standard 5.15: Design and Production
Students design and create media products that successfully communicate.

Vermont Standard 5.17: Dialects
Students respect diversity in dialects

Vermont Standard 5.18:   Structures
Students demonstrate an understanding of the structures of the English language (e.g., sentence, paragraph, text structure)

Vital Results Addressed:

Communications:
Reading 1.3 Students read for meaning, demonstrating both initial understanding and personal response to what is read.

Reading Range of Text 1.4: Students comprehend and respond to a range of media, images, and text.

Listening 1.13 Students listen actively and respond to communications

Speaking 1.15 Students use verbal and nonverbal skills to express themselves effectively

Information Technology 1.18 Students use computers, telecommunications, and other tools of technology to research, to gather information and ideas, and to represent information and ideas accurately and appropriately

Research 1.19 Students use organizational systems to obtain information from various sources (including libraries and the Internet)

Reasoning and Problem Solving:
Problem Solving Process 2.3 Students solve problems of increasing complexity

Personal Development:

Relationships 3.11: Interactions Students interact respectfully with others, including those with whom they have differences.

Relationships 3.12: Conflict Resolution Students use systematic and collaborative problem-solving processes, including mediation, to negotiate and resolve conflicts.

Workplace 3.14dd: Dependability and Productivity

Workplace 3.15aaa: Career Choices

Human Diversity:

Cultural Expressions 4.3 Students demonstrate understanding of the cultural expressions that are characteristic of particular groups.

Embedded Credit: Math

Articulation Agreements: Champlain College, NECI, Johnson State College, University of Vermont, Green Mountain College

Possible Assessments through: Mid-Year and year-end HBA Examinations, Scenarios, Rubrics, Portfolios, Brainbench (www.brainbench.com), NOCTI, National States' Career Cluster Initiative (now underway 11/2001)

Youth Leadership: The Leadership and Teamwork Competencies may be met through **VICA, FBLA, DECA, and FCCLA** co-curricular activities

Required License: Marketing, or Trades and Industry-Hospitality

Vermont Framework of Standards: 5.15, 5.17, 5.18, 6.7bb; 6.15; 7.2h; 7.6gg,hh, 7.7k,ddd.eee 7.9aaa,ee 7.10aa, bbb, f

Vermont Framework of Standards (Vital Results): 1.2, 1.3, 1.4, 1.5, 1.6aa, 1.8h,j,k, 1.13, 1.15, 1.18, 1.19, 2.5, 3.11, 3.12, 3.14, 3.15aa, 3.16b, 4.3

HOSPITALITY and TOURISM
(CIP: 52.1804)

FOUNDATION CORE COMPETENCIES:

0 1 2 3 4

❑❑❑❑❑　　A.　Demonstrate Communication Skills in Hospitality

❑❑❑❑❑　　B.　Demonstrate Employability and Career Development Skills in Hospitality

❑❑❑❑❑　　C.　Demonstrate Information Technology Applications in the Hospitality Industry

❑❑❑❑❑　　D.　Demonstrate Safety, and Healthy Environments in Hospitality

❑❑❑❑❑　　E.　Demonstrate Ethics and Responsibility in the Hospitality Industry

❑❑❑❑❑　　F.　Demonstrate Leadership and Teamwork

❑❑❑❑❑　　G.　Demonstrate Technical Skills and Knowledge in Hospitality, Travel and Tourism

❑❑❑❑❑　　H.　Demonstrate Mathematical Skills and Knowledge in Hospitality, Travel and Tourism

❑❑❑❑❑　　I.　Demonstrate Customer Sales and Service Skills in the Hospitality Industry

❑❑❑❑❑　　J.　Demonstrate Management Skills in the Hospitality Industry

HOSPITALITY and TOURISM
(CIP: 52.1804)

FOUNDATION CORE COMPETENCIES:

0 1 2 3 4

❑❑❑❑❑ A. Demonstrate Communication Skills
- A.001 Demonstrate effective oral communication skills
- A.002 Demonstrate effective written communication skills
- A.003 Read hospitality materials with accuracy and comprehension (i.e. directions, memorandum, technical and professional documents)
- A.004 Demonstrate effective communication skills as an employee (i.e. telecommunications)
- A.005 Listen actively and respond to communications
- A.006 Use verbal and nonverbal skills to communicate effectively
- A.007 Practice basic social and business etiquette
- A.008 Demonstrate ability to understand diverse dialects and communicate with diverse populations, displaying courteous and helpful behavior, in providing hospitality services
- A.009 Use written and multi-media resources pertaining to the hospitality industry

❑❑❑❑❑ B. Demonstrate Employability and Career Development Skills
- B.001 Present employment opportunities and advancement in Hospitality: Lodging, Food and Beverage Management, Travel, Tourism and Recreation
- B.002 Demonstrate an understanding of the importance for continued education as a worker
- B.003 Demonstrate training readiness to enter the hospitality field or pursue post-secondary training
- B.004 Utilize resources that can contribute to professional development
- B.005 Demonstrate awareness of benefits of membership in professional industry organizations.
- B.006 Meet dress, personal hygiene and appearance codes set by management
- B.007 Demonstrate an understanding of the importance of being reliable and productive on the job (i.e.dependability, selecting appropriate tools)
- B.008 Develop career portfolio demonstrating an understanding of the structure of the English language
- B.009 Demonstrate effective job interviewing skills

❑❑❑❑❑ C. Demonstrate Information Technology Applications in the Hospitality Industry
- C.001 Identify and describe computer software used for performing hospitality and tourism industry functions
- C.002 Use computers, telecommunications, and other tools of technology to research, to gather information and ideas, and to represent information and ideas accurately and appropriately (i.e. brochures, pamphlets, menus) for the hospitality industry
- C.003 Demonstrate proficiency using computer reservations system
- C.004 Identify emerging technologies/trends in the field
- C.005 Use online resources in the hospitality, travel, tourism and recreation industry
- C.006 Design and create media products that successfully communicate **(including graphs and figures)**

❑❑❑❑❑ D. Demonstrate Safety, and Healthy Environments in Hospitality
- D.001 Follow safety and sanitation procedures in the Hospitality Industry
- D.002 Demonstrate compliance with hospitality regulatory agency requirements
- D.003 Demonstrate ability to identify and handle emergency situations
- D.004 Develop a plan for handling emergency situations

D.005   Demonstrate risk management procedures, including loss prevention costs

☐☐☐☐☐   E. Demonstrate Ethics and Responsibility in the Hospitality Industry

E.001   Demonstrate hospitality industry ethics (i.e. communication, records management, financial responsibility)
E.002   Demonstrate an understanding of the relationship between government and business
E.003   Demonstrate procedures to ensure responsibility and requirements for liability insurance
E.004   Apply innkeeper's code in exercising confidence/professional ethics in workplace matters

☐☐☐☐☐   F. Demonstrate Leadership and Teamwork

F.001   Describe characteristics of a good leader
F.002   List responsibilities of an organization member
F.003   Demonstrate business etiquette while participating in meetings and group activities
F.004   Demonstrate teamwork in the hospitality industry
F.005   Demonstrate leadership/supervisory qualities in the workplace
F.006   Demonstrate problem solving and conflict resolution skills

☐☐☐☐☐   G. Demonstrate Technical Skills and Knowledge in Hospitality, Travel and Tourism

G.001   Demonstrate knowledge of hospitality marketing i.e. marketing intangible vs. tangible products; participation in promotional activities
G.002   Demonstrate ability to plan events (i.e. book conventions, banquets, and meetings)
G.003   Demonstrate an understanding of the factors determining business profit
G.004   Demonstrate quality control
G.005   **Demonstrate the ability to make business decisions that are supported by a cost-benefit analysis**
G.006   Analyze potential business ventures based on community, market, and opportunity information and using the basic principals of economics to interpret local, state, national, and international economic activity.
G.007   Develop a written business plan **by conducting mathematical investigation of industry trends using appropriate mathematical sampling techniques**
G.008   **Display findings of investigation using appropriate mathematical representation (such as histograms, trend lines or scatter plots)**
G.009   Demonstrate an understanding of the relationship of hospitality-related businesses: Lodging Management, Professional Food Service, Recreation and Travel
G.010   Demonstrate awareness of the impact of social, political, cultural, economic and environmental forces on the industry

☐☐☐☐☐   H. Demonstrate Mathematical Skills and Knowledge in Hospitality, Travel and Tourism (Accounting and Bookkeeping Skills)

H.001   Demonstrate an understanding of the purchasing process
H.002   Demonstrate general accounting procedures used in the hospitality industry (i.e. accounting cycle)
H.003   Demonstrate ability in numerical and computational skills which are applied to business concepts and procedures in buying and selling, break-even analysis, financial statements and types of business ownership
H.004   Perform addition/subtraction/multiplication/division on the electronic calculator
H.005   Identify and describe security and confidential procedures for accounting
H.006   Make bank deposits
H.007   Prepare daily financial reports to management

☐☐☐☐☐   I. Demonstrate Customer Sales and Service Skills in the Hospitality Industry

I.001   Apply interpersonal skills to develop good customer relationships, involving customers in providing service
I.002   Demonstrate a high level of guest service in the hospitality industry
I.003   Demonstrate customers' testing and sampling products or services
I.004   Study competitor's products or services, including marketing materials (ads, fliers, TV commercials, web pages, etc.)

I.005   Assess and respond to customer needs
I.006   Educate customer in products, services, prices, and options; solicit supervisor or co-worker support and advice, when necessary, to meet customer needs.
I.007   Develop a plan to provide ongoing customer support, including dissatisfaction resolution
I.008   Develop and implement strategy for selling products or services, including dissatisfaction resolution
I.009   Develop and implement strategy for selling products or services (including price strategy, and targeting customers)
I.010   Develop and implement a sales follow-up plan
I.011   Demonstrate ability to work with diverse populations in providing a high level of customer service

❑❑❑❑❑   **J. Demonstrate Management Skills in the Hospitality Industry**
J.001   Describe the function of management in the hospitality and tourism industry
J.002   Compare/contrast various management styles
J.003   Apply different management styles to different situations
J.004   Prepare work schedules for employees
J.005   Demonstrate skills in how to orient and train new employees (simulation)
J.006   Process and maintain forms/records pertaining to employees
J.007   Receive, check and store supplies/equipment
J.008   Read and apply knowledge of laws affecting employees' rights and befits
J.009   Demonstrate knowledge of contract content and negotiations procedures

Occupational Skills

The student demonstrates the specified level of competency in occupational skills:

0	1	2	3	4
No Exposure	Introduced	Practiced	Entry Level	Competency

VT Framework: As noted under Core Competencies plus
N.001 through N.012, Q.001, Q.002, Q.004, Q.005

I. Lodging Concentration Area:
Technical Skills Competencies

❑❑❑❑❑   K.   Demonstrate an Understanding of the Organization and Structure of the Lodging Industry

❑❑❑❑❑   L.   Demonstrate an Understanding of the Importance of Guest Service in the Lodging Industry

❑❑❑❑❑   M.   Demonstrate an Understanding of the Rooms Division System and Operational Procedures

❑❑❑❑❑   N.   Demonstrate Lodging Management Accounting Procedures and Abilityto Perform Bookkeeping Duties in Lodging Management

❑❑❑❑❑   O.   Perform Front of the House Duties through the Guest Cycle

❑❑❑❑❑   P.   Demonstrate an Understanding of Reservations Management

❑❑❑❑❑   Q.   Demonstrate the Ability to Perform Registration/Check Out/Settlement Duties

❑❑❑❑❑   R.   Demonstrate Correct Housekeeping Management Procedures

❑❑❑❑❑   S.   Demonstrate Maintenance Skills

❑❑❑❑❑   T.   Demonstrate Management Skills in Lodging

❑❑❑❑❑   U.   Demonstrate Knowledge of Marketing and Sales in the Hospitality Industry

❑❑❑❑❑   V.   Demonstrate an Understanding of Food and Beverage Service Appropriate for Lodging Managers

I. Lodging Concentration Area:
Technical Skills Competencies

❑❑❑❑❑　　K.　Demonstrate an Understanding of the Organization and Structure of the Lodging Industry

K.001　List types of hotels
K.002　Explain service levels
K.003　Explain ownership and affiliation
K.004　Describe property organization
K.005　Describe hotel divisions and departments

❑❑❑❑❑　　L.　Demonstrate an Understanding of the Importance of Guest Service in the Lodging Industry

L.001　Describe service components in the lodging industry
L.002　Develop service strategies for lodging
L.003　Perform service delivery in lodging

❑❑❑❑❑　　M.　Demonstrate an Understanding of the Rooms Division System and Operational Procedures

M.001　Explain the rooms division system
M.002　Demonstrate operational procedures in the rooms division system

❑❑❑❑❑　　N.　Demonstrate Lodging Management Accounting Procedures and Ability to Perform Bookkeeping Duties in Lodging Management

N.001　Identify and describe security and confidential procedures for lodging management accounting
N.002　Follow a Hotel Guest bill from check-in to payment
N.003　Open, post, collect, and report on a city ledger
N.004　Develop a six-month budget
N.005　Assist in preparation of daily wage reports and weekly payroll
N.006　Explain the importance of the night audit
N.007　Describe process of the night audit
N.008　Explain the functions and duties of the night auditor
N.009　List steps in the night audit
N.010　Perform a night audit simulation
N.011　Demonstrate discovery and correction procedures of the night audit
N.012　Prepare accounting and reports for next day

❑❑❑❑❑　　O.　Perform Front of the House Duties through the Guest Cycle

O.001　Perform guest cycle communications
O.002　Handle guest complaints
O.003　Develop a plan for front office security

❑❑❑❑❑　　P.　Demonstrate an Understanding of Reservations Management in Lodging Management

P.001　List types of reservations
P.002　Demonstrate use of reservation sources
P.003　Make reservations using computer systems
P.004　Perform forecast reservations

❑❑❑❑❑   Q. Demonstrate the Ability to Perform Registration/Check Out/Settlement Duties
- Q.001   Demonstrate process of assigning rooms
- Q.002   Demonstrate sales and refusal skills
- Q.003   Perform registration completion process
- Q.004   Perform register duties using computer systems
- Q.005   Complete check out and settlement

❑❑❑❑❑   R. Apply Housekeeping Management Procedures
- R.001   Perform housekeeping inventory
- R.002   Perform guestroom cleaning
- R.003   Describe correct laundry management of on premise laundry
- R.004   Describe correct carpet construction and maintenance
- R.005   Outline process for safety, chemical, and security management

❑❑❑❑❑   S. Demonstrate Maintenance Skills
- S.001   Identify the duties of the engineer/maintenance personnel
- S.002   Follow facility maintenance and quality control procedures

❑❑❑❑❑   T. Demonstrate Management Skills in Lodging
- T.001   Demonstrate leadership and management styles
- T.002   Describe quality lodging management service
- T.003   Demonstrate communication skills in management
- T.004   Describe way to develop team building in management

❑❑❑❑❑   U. Demonstrate Knowledge of Marketing and Sales in the Hospitality Industry
- U.001   Develop a sales and marketing plan
- U.002   Perform front of the house sales office duties
- U.003   Perform banquet and meeting room sales
- U.004   Perform sales in the hospitality industry
- U.005   Demonstrate telephone sales proficiency
- U.006   Orient guests and conduct tours of a facility

❑❑❑❑❑   V. Demonstrate an Understanding of Food and Beverage Service Appropriate for Lodging Managers
- V.001   Describe duties of hotels and the foodservice industry managers
- V.002   Plan menus
- V.003   Describe duties of dining and beverage service managers
- V.004   Describe duties of banquets and catered events
- V.005   Describe duties of room service
- V.006   Demonstrate knowledge of basic food preparation skills

<table>
<tr><td colspan="2" align="center">**Occupational Skills**</td></tr>
<tr><td colspan="2" align="center">The student demonstrates the specified level of competency in occupational skills:
0   1   2   3   4
No Exposure Introduced Practiced   Entry Level Competency</td></tr>
</table>

VT Framework: As noted above in Core Competencies plus M.003, M.005, M.006, O.001, P.003, Q.001through Q.005

II. Restaurant, Food and Beverage Services Concentration Area Technical Skills Competencies

❑❑❑❑❑   K.   Demonstrate Knowledge of the Professional Food Service Industry

❑❑❑❑❑   L.   Demonstrate Knowledge of Food Service Equipment, Utensils, and Facilities

❑❑❑❑❑   M.   Demonstrate Basic Food Preparation Skills

❑❑❑❑❑   N.   Apply Basic Principles of Food Science and Nutrition

❑❑❑❑❑   O.   Use Marketing Skills to Plan and Price Menus

❑❑❑❑❑   P.   Demonstrate Knowledge in Planning and Pricing Menus

❑❑❑❑❑   Q.   Apply Food Service Math Skills

❑❑❑❑❑   R.   Apply Customer Service Skills Specific to the Food Service Industry

❑❑❑❑❑   S.   Apply Safety and Sanitation Techniques in Serving Safe Food using Hazard Analysis Critical Control Points (HACCP) process

❑❑❑❑❑   T.   Prevent Accidents in the Food Service Industry

II. Restaurant, Food and Beverage Services Concentration Area
Technical Skills Competencies

❑❑❑❑❑   K. Demonstrate Knowledge of the Professional Food Service Industry
         K.001   Outline careers in the food service industry
         K.002   Explain food service history
         K.003   Demonstrate knowledge of computerized food service operations

❑❑❑❑❑   L. Demonstrate Knowledge of Food Service Equipment, Utensils, and Facilities
         L.001   Use proper equipment and procedures for specific tasks
         L.002   Identify, operate, and maintain kitchen equipment, utensils, and facilities

❑❑❑❑❑   M. Demonstrate Basic Food Preparation Skills
         M.001   Define basic culinary terms and methods
         M.002   Read and follow recipes with appropriate conversions
         M.003   Demonstrate ability to apply proportional reasoning when changing a recipe to accommodate different number of servings.
         M.004   Use correct measuring techniques
         M.005   Demonstrate ability to manipulate different units of measure
         M.006   Demonstrates ability to distinguish different measures of capacity
         M.007   Demonstrate correct pre-preparation techniques, i.e. cutting techniques
         M.008   Choose and demonstrate correct methods of cookery
         M.009   Demonstrate Mise en place
         M.010   Demonstrate knowledge of herbs, spices, and other seasonings
         M.011   Prepare breakfast foods
         M.012   Prepare sandwiches
         M.013   Prepare salads and garnishes
         M.014   Prepare fruits and vegetables
         M.015   Prepare potatoes and grains
         M.016   Prepare desserts and baked goods
         M.017   Prepare a variety of meats, poultry, and seafood
         M.018   Prepare a variety of soups, stocks, and sauces

❑❑❑❑❑   N. Apply Basic Principles of Food Science and Nutrition
         N.001   Apply principles of cookery
         N.002   Apply principles of nutrition in food storage and preparation

❑❑❑❑❑   O. Use Marketing Skills to Plan and Price Menus
         O.0O1   Develop a sales and marketing plan to price menus based on mathematical investigation of industry trends, using appropriate mathematical sampling techniques
         O.002   Assist with promotional activities
         O.003   Demonstrate procedures (simulated) for booking conventions, banquets, and meetings

❑❑❑❑❑   P. Demonstrate Knowledge in Planning and Pricing Menus
         P.001   Use nutrition principles and knowledge to plan menus, including special dietary requirements
         P.002   Use aesthetic principles to plan appealing menu
         P.003   Determine menu price structure

❑❑❑❑❑   Q. Apply Food Service Math Skills

Q.001　Purchase and control inventory (receive, check, and store food supplies) as current assets
Q.002　Maintain forms and records for a food service operation, including food calculation cost and percentages
Q.003　Demonstrate knowledge of computerized food service operations
Q.004　Demonstrate control of foodservice costs

❑❑❑❑❑　R. Apply Customer Service Skills Specific to the Food Service Industry
R.001　Demonstrate knowledge of practices and procedures used in dining room service
R.002　Perform guest check procedures
R.003　Demonstrate knowledge of service and regulation of alcoholic beverages, including responsible alcohol service procedures

❑❑❑❑❑　S. Apply Safety and Sanitation Techniques in Serving Safe Food
S.001　Apply proper dining room hygiene-sanitation principles and techniques
S.002　Apply Hazard Analysis Critical Control Points (HACCP) process

❑❑❑❑❑　T. Prevent Accidents in the Food Service Industry
T.001　Develop a plan to prevent accidents in the kitchen and dining room
T.002　Demonstrate safety in the kitchen and dining room service

Occupational Skills

The student demonstrates the specified level of competency in occupational skills:

0	1	2	3	4
No Exposure	Introduced	Practiced	Entry Level	Competency

VT Framework: As noted above in Core Competencies plus
L.008, M.001 through M.010, N.008, P.001, P.003, R.002, U.001, U.013

III. Travel and Tourism Concentration Area
CIP: 08.0901
Technical Skills Competencies

❑❑❑❑❑   K.   Demonstrate Knowledge of the Different Travel/Tourism Segments and Careers Associated with each Segment.

❑❑❑❑❑   L.   Demonstrate Ability to Use Technology and the Internet in Travel and Tourism

❑❑❑❑❑   M   Demonstrate Knowledge of Travel Geography including Domestic and International Destinations

❑❑❑❑❑   N.   Demonstrate Skills in Assessing Customer Needs in Planning Air Travel Itineraries and Airfares

❑❑❑❑❑   O.   Demonstrate Knowledge of the Airline Industry, Ticketing, and Operations and Processes

❑❑❑❑❑   P.   Demonstrate the Rules for Refunds, Exchanges, Agency Fees, and Reporting

❑❑❑❑❑   Q.   Demonstrate Use of Reference Sources and Rating Systems in Accommodations and Rental Cars

❑❑❑❑❑   R.   Demonstrate an Understanding of Rail Travel Worldwide

❑❑❑❑❑   S.   Demonstrate Ability in Charter Group Sales and Insurance

❑❑❑❑❑   T.   Demonstrate an Understanding of Planning and Coordinating World Tours, Including Cruises

❑❑❑❑❑   U.   Demonstrate Ability in Making International Travel Arrangements

❑❑❑❑❑   V.   Demonstrate Skills in Automated Reservations Systems in Travel and Tourism

Occupational Skills

The student demonstrates the specified level of competency in occupational skills:

0	1	2	3	4
No Exposure	Introduced	Practiced	Entry Level	Competency

III. Travel and Tourism Concentration Area
CIP: 08.0901
Technical Skills Competencies

❑❑❑❑❑   **K.** Demonstrate Knowledge of the Different Travel/Tourism Segments and Careers Associated with each Segment.

     K.001   Discuss and evaluate why people travel and how travel products are purchased
     K.002   Analyze segments of travel and tourism and corresponding career options
     K.003   Realize personal skills and abilities that will lead to a successful career in the travel industry
     K.004   Develop an in-depth understanding of several travel/tourism segments (www.astanet.com)
     K.005   Interview for a job interview in travel and tourism
     K.006   Recognize opportunities for professional certification and continuing education in the travel industry   (www.icta.com) (www.astanet.com)

❑❑❑❑❑   **L.** Demonstrate Ability to Use Technology and the Internet in Travel and Tourism

     L.001   Evaluate the impact of the Internet on the travel industry
     L.002   Identify methods used to make airline reservations
     L.003   List the major airline Computer Reservation Systems and explain their role in a travel agency
     L.004   Recognize benefits of the Internet for a travel agent

❑❑❑❑❑   **M.** Demonstrate Knowledge of Travel Geography including Domestic and International Destinations

     M.001   Identify oceans, navigational and location lines and divisions of the earth
     M.002   Demonstrate knowledge of geography of New England
     M.003   Demonstrate knowledge of geography of Middle Atlantic States
     M.004   Demonstrate knowledge of geography of southern United States
     M.005   Demonstrate knowledge of geography of Mid West and Plains states
     M.006   Demonstrate knowledge of geography of Pacific and Mountain States
     M.007   Demonstrate knowledge of geography of Canada and the Territories
     M.008   Demonstrate knowledge of geography of Mexico, the Caribbean, Bermuda, and Central America
     M.009   Demonstrate knowledge of geography of South America
     M.010   Demonstrate knowledge of geography of Europe

❑❑❑❑❑   **N.** Demonstrate Skills in Assessing Customer Needs in Planning Air Travel Itineraries and Airfares

     N.001   Determine your client's wants and needs
     N.002   Identify various flight patterns and types of trips
     N.003   Use the *OAG Flight Guide* and airline CRS to obtain flight schedules
     N.004   Illustrate time comparisons and elapsed flying time
     N.005   Demonstrate procedures used in making a flight reservation
     N.006   Identify unethical booking practices
     N.007   Illustrate normal and excursion fares, inventory control, fare basis codes and booking classes
     N.008   Interpret a CRS rule and fare display and accurately calculate fares, taxes, PFCs, segment fees and fuel surcharges
     N.009   Interpret tax features of Alaska, Hawaii, Canada, and the Buffer zone

❑❑❑❑❑ O. Demonstrate Knowledge of the Airline Industry, Ticketing, and Operations and Processes

O.001 Explain the appointment process, automation choices and basic operations of a travel agency
O.002 Describe the relationship between a travel agency and an airline and how a travel agency earns money
O.003 Explain airline policies and operations, including relationship to government agencies
O.004 Identify selected airline codes, aircraft configuration and its relationship to passenger comfort (www.boeing.com) (www.quickaid.com/airports)
O.005 Summarize various areas of airports, available services, arrival and departure procedures
O.006 Compare and contrast types of airline "ticketing" and ticket stock
O.007 Explain Airlines Reporting Corporation (ARC) rules for completing a manual ticket
O.008 Describe a conjunction ticket and a prepaid ticket

❑❑❑❑❑ P. Demonstrate the Rules for Refunds, Exchanges, Agency Fees, and Reporting

P.001 Explain why an airline ticket is refunded or exchanged and the procedures associated with each
P.002 Discuss travel agency service fees: why they are collected, the various ways in which they are processed, and completion of the ARC fee document
P.003 Demonstrate general procedures for ARC reporting and be able to explain the cash flow of the reporting cycle

❑❑❑❑❑ Q. Demonstrate Use of Reference Sources and Rating Systems in Accommodations and Rental Cars

Q.001 Explain types of hotel accommodations, property organization, rating systems and rates
Q.002 Utilize hotel reference books and web sites
Q.003 Recommend the appropriate accommodation for a client
Q.004 Explain rental car class and size groupings, rate plans and extra charges
Q.005 Compare rental car procedures in the L.S. to international rentals
Q.006 Demonstrate rental car counter procedures

❑❑❑❑❑ R. Demonstrate an Understanding of Rail Travel Worldwide

R.001 Discuss advantages and disadvantages of traveling by rail
R.002 Describe Amtrak's route system and equipment (www.amtrak.com)
R.003 Demonstrate use of the Amtrak timetable and recognize types of Amtrak fares
R.004 Recommend appropriate Amtrak vacations for a client
R.005 Review other major railroads around the world (www.eurail.com) (www.britrail.com) (www.viarail.com)

❑❑❑❑❑ S. Demonstrate Ability in Charter Group Sales and Insurance

S.001 Recognize the benefits and possible disadvantages of using consolidators
S.002 Explain basic consolidator procedures
S.003 Recognize the benefits and possible disadvantages of using charters, both to the client and to the travel agency
S.004 Explain basic charter procedures
S.005 Demonstrate the steps that are involved that lead to a group sale
S.006 Compare and contrast the types of insurance offered by travel agencies and the importance of each type

❑❑❑❑❑ T. Demonstrate an Understanding of Planning and Coordinating World Tours, Including Cruises

T.001 Select and price appropriate tour product for a client
T.002 Explain types of tours and unique features of each; discuss advantages to client and travel agent
T.003 Define terms associated with tours
T.004 Compare and select tour operators
T.005 Interpret the tour brochure and plan a reservation

T.006   Identify more popular cruise lines and their ships
T.007   Explore popular world cruise areas, ports of call, points of embarkation, cruise lengths
T.008   Define terms associated with cruising
T.009   Explain features and facilities aboard cruise ships
T.010   Use cruise brochures and other reference sources to select appropriate cruise for a client
T.011   Use a cruise brochure as a sales tool
T.012   Use deck plan to locate cabins that provide the most comfort and safety
T.013   Compare and contrast cruise costs to select appropriate cruise for a client
T.014   Identify the items that may be included in a cruise document packet
T.015   Explain embarkation and debarkation procedures for a cruise
T.016   Identify types of sea travel and locate appropriate reference sources for each type

❑❑❑❑❑   **U. Demonstrate Ability to Make International Travel Arrangements**
U.001   Describe proof of citizenship, passports and requirements for entering a foreign country and reentering the US
U.002   Review health concerns and monetary transactions
U.003   Compare and contrast domestic and international travel.
U.004   Identify International Air Transport Association (IATA) Traffic Conference Areas
U.005   Explain the twenty-four hour clock and time conversions, the International Date Line and its effect on travel
U.006   Illustrate time comparisons and elapsed flying time
U.007   Explain booking classes and fare basis codes fees
U.008   Explain international tax structures and supplemental

❑❑❑❑❑   **V. Demonstrate Skills in Automated Reservations Systems in Travel and Tourism Note: Apollo may be substituted for Sabre**
V.001   Demonstrate ability in making airline computer reservations using hardware and software
V.002   Demonstrate an understanding of and ability to interpret a basic airfare display, fare rules, flight availability
V.003   Demonstrate the process for selling airline flights from availability display and create and price itinerary fields
V.004   Demonstrate an understanding of the Sabre Mandatory PNR Fields and Optional PNR Fields (or another automated reservation system)
V.005   Demonstrate procedures for accessing information and making reservations for rental cars in Sabre (or other automated reservation system)
V.006   Demonstrate procedures for accessing information and making reservations for hotels in Sabre (or other automated reservation system)
V.007   Review documents and understand the automated help system, Queues, and Stars in Sabre

Fields of Knowledge Area	VT Framework Academic Standard Addressed	Program Core Competency Crosses all Programs	LODGING Concentration Competency	RESTAURANT, FOOD/BEVERAGE SERVICES Concentration Competency	TRAVEL AND TOURISM Concentration Competency	
Arts, Language, Lit.	5.15 Literature & Media: Design & Production	C.002,C.006				
	5.17 The English Language: Dialects	A.008,I.011				
	5.18 The English Language: Structures	B.008,G.007,J.008				
History & Social Studies	6.7bb: Geography: Geographical Knowledge				M.001 through M.010	
	6.15:Economics: Knowledge of Economic Systems	G.006, G.010				
SCI., Math, Technology	7.2h Inquiry/ Experimentation & Theory: Investigation	G.003, G.005, G.007				
	7.6gg,hh Mathematical Understanding: Arithmetic, Number & Operation Concepts	H.004	N.001 through N.012	M.003,M.005, M.006, Q.001-Q.005,P.003		
	7.7k,ddd,eee Mathematical Understanding: Geometric and Measurement Concepts	C.006	N.001 through N.012	O.001,P.003		
	7.9aaa,ee Mathematical Understanding: Statistics & Probability Concepts	G.007,G.008				
	7.10aa,bbb,f Mathematical Problem Solving & Reasoning	H.001-H.007 G.005,G.006,G.007,G.008	N.001 through N.012,Q.001, Q.005	Q.001,A.002,Q.003,Q.004, P.003	P.001,P.003,U.001,U.013, L.008,M.002,N.008	

Vital Results	VT Framework Standard Addressed	Program Core Competency Crosses all Programs	LODGING Concentration Competency	RESTAURANT FOOD/BEVERAGE SERVICES Concentration Competency	TRAVEL AND TOURISM Concentration Competency	
	1.2 Reading Accuracy	A.003				
	1.3 Reading Comprehension	A.009, J.008				
	1.4 Reading Range of Text	A.003				
	1.5 Writing Dimensions	B.008				
	1.6aa Writing Conventions	B.008				
	1.8 h, j, k. Writing Reports	B.008				
	1.10 Writing Procedures					
	1.13 Listening, Clarification & Restatement	A.005				
	1.15 Expression Speaking	A.006	Q.002			
	1.18 Information Technology/Information Literacy-IT	A.009,C.006	Q.004			
	1.19 Information Technology/Information Literacy-IT Research	C.002,C.005			R.002	
	2.5 Problem Solving: Mathematics Dimensions	C.006,G.005,G.008				
	3.11 Relationships-Interactions	F.004 I.001				
	3.12 Relationships-Conflict Resolution	F.006, I.008				
	3.14 Workplace-Dependability & Productivity	B.006, B.007,B.009				

Vital Results	VT Framework Standard Addressed	Program Core Competency Crosses all Programs	LODGING Concentration Competency	RESTAURANT FOOD/BEVERAGE SERVICES Concentration Competency	TRAVEL AND TOURISM Concentration Competency	
	3.15aa Workplace-Career Choices	B.001 *Work-based learning experiences are an integral part of Career and Technical Education				
	3.16b Workplace-Transition Planning	B.003, B.008				
	4.3 Human Diversity-Cultural Expression	A.008, I.011				